PUBLIC INFORMATION

N I. Newspapers

175 During the past decades, Northwest China was lagging in cul-
204 tural development. There were very few newspapers before 1937.
167 After the war started, numerous people migrated from the coastal
N provinces into the Northwest. Among these there were a great
(873) number of intelligentsia. Several universities moved from Peking into the Northwest and thousands of students poured into the area. With the coming of these people, the average of cultural standard
N was greatly raised and the demand for more and better newspapers
204 increased. A number of papers emerged and some stayed. Among these, some were supported by the Nationalist Party, such as the Hsi-ching jih-pao or the Western Capital Daily in Sian. Some were supported by the San-min-chu-i Youth Corps, such as Ch'ing-nien jih-pao or the Youth Daily, in the same city. Some were supported by churches, such as the I-shih-pao (Sian edition) in Sian, a Catholic paper. Some were supported by local influences, such as Ch'ing-feng jih-pao in Sian. After the war, there were even anti-government papers, such as Kung-shang jih-pao in Sian, organ of the Democratic League.

Some of these papers achieved an admirable standard of quality. In appearance, these papers were unattractive. Usually printed on the native newsprint, which was thin, dark and rough, the print
N was often unclear. Bad as it was, this kind of newsprint was ex-
(656) pensive and could be bought in quantity only through government rationing. In fact, the government did occasionally use this authority of rationing newsprint to practice a kind of indirect censorship on the papers. Papers were occasionally cut off their rations and found it necessary to buy on the black market at forbidding prices. The dailies usually had no more than four pages, with half of the space occupied by advertisements. About a page and a half would carry the national and world news, editorials, and articles, leaving about half of a page for local news and miscellaneous subjects. The news were mainly supplied by the Central News Agency, a Nationalist Party organ. Within these limitations, little could be done to give profile to a paper. This monotonous pattern was later broken by the anti-government papers, which carried a lot of the Communist news and views. The circulation of all the papers was limited among the intelligentsia, officials and merchants. Few, if any, of the papers exceeded a daily
S circulation of 10,000 copies. In Sinkiang, during the administra-
204 tion of Sheng Shih-tsai, there were editions of the Sinkiang jih-pao published in seven languages. (Lattimore, Pivot of Asia, p. 73.)

N After the Communists conquered the Northwest, they took over
204 all the former government papers. The private papers were dis-
+668 couraged to continue. According to the limited information avail-
177 able, the following papers have been or are being edited in the

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Northwest(discounting wall newspapers and blackboard newspapers):
1. Ch'ün-chung jih-pao (Mass Daily) Sian, Shensi. This was the most important Communist Party paper in the Northwest during the period when the Northwest Greater Administrative Area was in existence. With the abolition of the Greater Administrative Area System in 1954, this paper merged with the provincial paper, Shensi jih-pao (Shensi Daily). Apparently the Ch'ün-chung jih-pao was built upon the material foundation of the former Hsi-ching jih-pao, the Nationalist Party paper. It delivered the official Party line to the party members as well as to the public of the Northwest.
2. Shensi jih-pao (Shensi Daily) Sian, Shensi. The Party daily in Shensi with a section on literature. After 1954, it absorbed the original Ch'ün-chung jih-pao.
3. Kuan-chung jih-pao (Kuan-chung Daily), Sian, Shensi. Apparently this is the paper of the local Communist Party in the area of central Shensi.
4. Nung-min pao (Farmers' News), Shensi. A local Party paper published for the peasants in Shensi.
5. Ching-chi k'uai-pao (Economic Express), Sian, Shensi. A paper with emphasis on economics but it has a section for literary work.
6. Ye-nan pao (Yenan News), Yenan, Shensi. A local Party paper in the former Red capital Yenan.
7. Lan-chou Kung-jen pao (Lanchow Workers' News), Lanchow, Kansu. First published on February 7, 1952, apparently by the local trade union, it is a four-page tabloid paper published once every three days.
8. Kansu jih-pao (Kansu Daily), Lan-chou, Kansu. The Party paper in Kansu. Published in Lanchou but its distribution is province-wide.
9. Kansu ch'ing-nien pao (Kansu Youth), Lan-chou, Kansu. An official organ paper of the Kansu provincial committee of the New Democratic Youth League. Published once a week since January 28, 1955.
10. Hsia-ho pao (Hsia-ho News), Hsia-ho, Kansu. The Party paper published by the Communist Party Working Committee in Hsia-ho county of Kansu. First published on April 10, 1952, it is a weekly four-page paper in Tibetan and Chinese.
11. Mu-min pao (Herder's News), the Mongol Autonomous chou, Kansu. A local paper in Mongolian for the Mongols in Kansu, a four-page paper published three times each month since January, 1955. According to the Communist reports, "in the past issues, much space has been devoted to reflect the pastoral people's production, life, and demand in the autonomous area. The newspaper devotes special columns to the study of Mongolian, to cultural and recreational life, and to favorite songs and tales."

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12. Chinghai jih-pao (Chinghai Daily), Hsi-ning, Chinghai. The Party paper in the province of Chinghai.
13. Sinkiang jih-pao (Sinkiang Daily), Urumchi (Tihua), Sinkiang. An old paper taken over by the Communist Party after their conquest of Urumchi (Tihua). Now it is the leading Party paper in Sinkiang with a daily circulation of 330,000 copies. It is in Chinese.
14. Sinkiang Ch'ing-nien pao (Sinkiang Youth) Urumchi (Tihua), Sinkiang, organ paper of the Sinkiang New Democratic Youth League in Uighur.
15. T'ien Nan jih-pao (Southern Tien-Shan Daily), Kashgar, Sinkiang. A Party paper in the local area of southern Sinkiang.
16. Ili jih-pao, (Ili Daily) Ili, Sinkiang. First published on October 1, 1955, in Kazakh for the Ili Kazakh Autonomous Chou.

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Other papers, not presently identifiable must exist or have existed. In 1950, it was claimed that "except for Taiwan and Tibet, each of the 28 provinces of China has its own state-owned newspapers." (NCNA December 17, 1950). It might thus be assumed that there was also an official paper in Ninghsia. Yolbars Khan wrote in 1954: "according to Communist official reports there were at the end of 1953, sixteen different newspapers in Sinkiang printed from lead types. Among these, eight were in Uighur, four in Kazakh, two in Chinese, one in Mongolian, and one in Manchu. (Chung-hua nien-pao, February, 1954, p. 54). A later report states that "In Sinkiang, there are now (September 20, 1955) thirteen newspapers published in five different languages, Uighur, Chinese, Kazakh, Mongolian and Sibo. (Sibo is an extinct Tungusic language.) (Hsin-hua Yüeh-pao, November, 1955, p. 33).

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Besides these local papers, some of the leading nationwide papers are specially shipped into the Northwest by air mail. Starting from August 1, 1952, the Communist postal administration has arranged the air mail delivery to Sinkiang and other northwestern areas of Jen-min jih-pao (People's Daily), the Kung-jen jih-pao (Daily Worker), Kuang-ming jih-pao (Kuang-ming Daily), and the Chung-kuo Ch'ing-nien pao (China Youth), all published in Peking. The papers could in this way reach their destinations in two to nine days. Air mail charges for newspapers were 700 (3¢ U.S.) per copy in addition to the ordinary postage. (see China General, Public Information)

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The contents of these national and local papers are monotonously similar. Especially in the local papers, the very limited space averaging four pages a day is crowded with Party documents, editorials, reports, and articles, leaving very little room for news. Most of the material is supplied by the New China News Agency, which is the Communist Party outlet, guaranteeing successfully strict news control. (The denunciation of Stalin at the twentieth Congress of the Soviet Communist Party in February, 1956, was not mentioned in the review of this congress in the official

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Hsin-hua pan Yüeh-k'an (New China Semi-monthly) of March 21st.

One of the unconventional features of these papers is their special use of letters to the editors. These letters are not only published as a safety valve or to reveal public opinion, but are carefully planted "to consolidate the ties between the newspaper and the people." Another way to achieve this aim is the direct appointment of a large number of correspondents from among workers, peasants, students, PLA units and government branches. (Liu Tsun-ch'i, NCNA December 17, 1950.) Liu also hinted at the usefulness of keeping acquainted with constant shifts in the party line, a hint that was well understood and boosted the circulation of the papers.

In appearance these papers are generally very pleasing. Regular newsprint is used again and a clear print. Misprints are few. Starting from January 1, 1956, Shensi jih-pao has changed the setting of types from the traditional vertical lines into horizontal lines. The Sinkiang jih-pao and the Kansu jih-pao are also making preparations for this change.

II. Periodicals

Up to June, 1955, there were 305 different kinds of periodicals in Red China. Among these, 166 were nationwide. In the Northwest, the following magazines were most popular:

1. Chung-kuo ch'ing-nien (Chinese Youth)
2. Hsüeh-hsi (Study)
3. Shih-shih shou-ts'e (Handbook on Current Events)
4. Hsin-chung-kuo fu-nü (New China Women)
5. Kung-jen (Worker)
6. Hsin kuan-ch'a (New Observer)
7. Shih-chieh chih-shih (World Knowledge)
8. Wen-i-pao (Literature)
9. Jen-min wen-i (People's Literature)
10. Hsin chien-she (New Construction)
11. Jen-min hua-pao (People's Pictorial)
12. Hsin-hua yüeh-pao (New China Monthly), starting from January, 1956, it has been changed into Hsin-hua Pan-yüeh-k'an (New China Semi-monthly).
13. Lien-huan hua-pao (Pictoral Stories)
14. Min-tsu hua-pao (Nationalities Pictorial)

(See China General, Public Information).

According to the advertisements in the local papers, these periodicals are available in the Northwest through the book stores.

Identifiable periodicals edited and published in the Northwest include the following titles:

1. Ch'ün-chung yin-yüeh or The Music for the Masses, edited and published by the Northwest People's Publishing House in Sian.
2. Hsi-pei wen-i or Northwest Literature.

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3. Kung-jen wen-i or Laborer's Literature.
4. Shensi wen-i or Shensi Literature.
(The above three are literary magazines published in Sian.)
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5. The Sinkiang Propagandists, a semi-monthly published by Sinkiang People's Publishing House in Urumchi (Tihua), Sinkiang, with 2,665 regular subscribers, among which 1,719 subscribed to the Uighur language edition and 946 to the Chinese edition. It is a directory for propaganda workers in Sinkiang.
6. Sinkiang Education, a monthly edited and published by Sinkiang Education Corporation and distributed by the Urumchi (Tihua) post office. It has editions in Chinese and Uighur.

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III. Publishers and Distributors

Before the Communists took over the mainland, most important publishing houses and distributors throughout the country were private. Some semi-official publishing houses, such as the Cheng-chung Book Store, were gaining some ground but did not dominate the field. In Northwest China, there were branch stores of nationwide publishers such as the Commercial Press, the Chung-hua Book Company, mostly acting as distributors of books published in Shanghai or Chungking. Local publishing houses were few and small in scale. They were short of capital and inefficiently managed, therefore often ephemeral.

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After the Communists took over, the official and semi-official publishing houses were taken over and the private ones put under control. Previously, Communist controlled publishing houses, the Sheng-huo Book Store, the Tu-shu sheng-huo Book Store and the Hsin-chih Book Store, were consolidated into the San-lien Book Company. This company was then used as a nucleus to control the leading private publishers: "Four of the leading privately operated book companies in China, the Commercial Press, the Chung-hua Book Company, the K'ai-ming Book Company, and the Lien-yin Book Company and one private and public jointly operated, the San-lien Book Company, will form a joint house to be known as the China Book Distributors Corporation to coordinate with the state-owned Hsin-hua Book Store in establishing a network of distribution centers throughout the whole country. This is a decision reached on September 15 in the First National Publication Conference held under the auspices of the Publication Administration." (Shanghai News November 19, 1950)

The integration of the private publishing business into the interests of the party was the necessary reorganization and division of labor that changed the blind and anarchial situation of the past." (Wang Po-kung in Shih-shih shou-ts'e pan-yüeh-k'an, September 20, 1951, p. 22.) From that time on publishing business soared (see China General, Public Information).

871 technical and cadet institutions, all of which together represented tremendous progress on the road toward modernization. Whereas, for reasons of state, an effort was being made to modernize Chinese youth and make it conform to Western ideas, whereas outside the 701 west gate of Hsingan fu two permanent camps of two Chinese infantry regiments drilled in uniforms resembling those of the Japanese army, in leather boots with side-arms and modern repeater guns, the troops of the ruling Manchu group stood before their chief commander carrying the oldest kind of muzzle loader, the cannonaders brought medieval muzzle loader canons to the parade, which looked like playthings, and in the cavalry division which was scantily mounted, every other man, at least, carried a flag that covered him up completely and a quiver with a dozen bows. Besides, scarcely 1,000 men appeared for the parade. We are not surprised, therefore, that the Manchu who pursue such a short-sighted policy and equip their own people so poorly, should have meanwhile been overthrown from their privileged position and succumbed almost without a struggle. When in 1912 the news reached Europe that the entire banner garrison of Hsingan fu was overcome and massacred by the Chinese in one night, one could, strictly speaking, only marvel at the fact that this had not happened before; it only showed that the Manchu as such were not so very much hated by the Chinese people and that they were impediments only for a few ambitious young Chinese and officials. In the 260 years of their rule the Manchu had become too completely Chinese in their entire thinking and feeling. The small Manchu group - in 1912 it did not even number one and one-half million souls including women and children and the banner men - had forgotten its own language almost completely and had cultivated Chinese literature more than any national dynasty before it.

205 The greatest change in China has been brought about by the intro-
• 204 duction of the postal system and, in connection with that, the Chinese press which became possible only through the postal system. Whereas in Lanchow fu a Chinese seldom took a letter to the post and there were no newspapers either in Tibet or in all of Kansu and wherever I had stayed during my journey, in Hsingan fu whole cart-loads of magazines and pamphlets arrived from Shanghai, Hankow and Tientsin. The people of the city pounced on new reading matter and all at once it had become a necessity for them. It was the post, the regular couriers introduced by the Europeans, who spread the new ideas and the changes throughout the country.